



**OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO**

MEMORANDUM

DATE : October 31, 2008

TO : Council President Scott Peters & Honorable Members of the
San Diego City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointment to the La Jolla Shores Planned District Advisory Board

It is my pleasure to appoint Jane Potter to the La Jolla Shores Planned District Advisory Board, subject to your confirmation.

Jane Potter has spent many years of service in the public sector. Over the course of her career, Jane Potter has served the City of San Diego in various capacities. In 2005, she was the Acting Chief of Staff for Councilmember Toni Atkins and the Third Council District Office during Councilmember Atkins' tenure as Acting Mayor. From 1994-2001, she was the Chief of Staff for the Sixth Council Office under former Councilmember Valerie Stallings where she managed policy issues, community outreach, constituent services, and strategic planning. She also directed district staff and established and implemented a \$500,000 budget. From 1992-1994, Ms. Potter served as the City Council Committee Consultant for the Public Facilities and Recreation Committee where she provided staff support including preparing analyses and making recommendations on policy matters and issues. From 1989 to 1994, Ms. Potter served as a Council Representative for the Third and Sixth Council Districts, and interacted with various community associations, planning groups, business associations on behalf of the Councilmember. Ms. Potter's career includes serving as a curriculum Writer-Editor for San Diego City Schools, and the Public Information Office for the U.S. Railroad Retirement Board in Chicago, Illinois.

Ms. Potter's passion, dedication and commitment to community service has extended beyond her professional assignments and accomplishments. She is an outstanding volunteer and civic leader in the La Jolla community. Previously, she served on the Board of Directors for the La Jolla Shores Association, and was a member of the La Jolla Highlands Unit #2 Architectural Committee. She has also served on the Lawrence Family Jewish Community Center Board of Directors since 2005.

October 31, 2008

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Ms. Potter received a Bachelor of Arts degree in Political Science from Purdue University. Her years of experience in service to the City of San Diego, knowledge and insight on land use matters, experience serving on the La Jolla Shores Association, and knowledge of architectural review and preservation of community character are just a few reasons why Ms. Potter will be a valued addition to the La Jolla Shores Planned District Advisory Board.

Ms. Potter was nominated by Council President Scott Peters. She will serve as one of the five designated residents and property owners required for the La Jolla Shores Planned District Advisory Board, and will replace Lorraine Pedowitz, who has resigned, for a term expiring April 1, 2010.

I ask that you confirm this appointment and join me in acknowledging Ms. Potter for her willingness to give her time and expertise to serve in this capacity.



JERRY SANDERS

Mayor

JS:lg

cc: City Attorney Michael Aguirre
City Clerk Elizabeth Maland

Jane R. Potter

La Jolla, CA 92037

PROFESSIONAL EXPERIENCE

Acting Chief of Staff, Third Council District Office, City of San Diego
(7/2005-11/2005)

Responsible to the acting Mayor for supervising all Council office duties during Deputy Mayor's tenure as acting Mayor.

Independent Consultant (2/2001-present)

Managed campaigns; coordinated special events, including fundraisers

Chief of Staff, Sixth Council District Office, City of San Diego
(8/1994-6/2001)

Responsible to the Councilmember for all policy issues, community outreach, strategic planning on all major issues. Hired, supervised, and managed Council office staff. Established and implemented \$500,000 budget. Responsible for Councilmember's daily calendar. Served as media spokesperson.

City Council Committee Consultant, Public Facilities and Recreation Committee (3/1992-8/1994)

Provided staff support to City Council Committee. Assisted the Councilmember serving as the Committee chair by creating meeting agendas, writing meeting minutes, and preparing analyses and recommendations on Committee issues. Worked closely with City staff in preparing committee agendas. Worked closely with other Council staff to coordinate Committee priorities and attain consensus on Committee issues.

Council Representative, Sixth Council District Office, City of San Diego
(12/1991-8/1994)

Council Representative, Third Council District Office, City of San Diego (12/1989-12/1991)

Represented the Councilmember before community associations, planning groups, and business associations. Researched and analyzed issues. Organized and coordinated community leaders' forum and monthly newsletter. Organized, facilitated, and coordinated citizen task forces.

Writer-Editor, San Diego City Schools (9/1979-12/89)

Created curriculum material for limited English proficient students. Worked closely with representatives of diverse ethnic groups in connection with special project. Organized and edited draft material for publication. Responsible for all aspects of production. Prepared manuscript for final printing.

Writer-Editor, Public Information Service, U.S. Railroad Retirement Board, Chicago, Illinois (6/1968-9/1973)

Wrote, edited, and/or proofread informational reports, booklets, and press releases. Expedited solutions to problems and wrote explanatory letters to the public and to public service newspaper columns.

EDUCATION

Bachelor of Arts, Political Science--Purdue University

COMMUNITY SERVICE

Board of Directors, La Jolla Shores Association

Board of Directors, Lawrence Family Jewish Community Center

Member, La Jolla Highlands Unit #2 Architectural Committee

001537		REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO		1. CERTIFICATE NUMBER (FOR AUDITOR'S USE) 128 11/18			
TO: CITY ATTORNEY		2. FROM (ORIGINATING DEPARTMENT): MAYOR JERRY SANDERS		3. DATE: 10/31/08			
4. SUBJECT: APPOINTMENT TO THE LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD							
5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.) Lisa Gordon MS11A, 67740		6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.) Jaymie Bradford MS 11A, 66980		7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED <input type="checkbox"/>			
8. COMPLETE FOR ACCOUNTING PURPOSES							
FUND				9. ADDITIONAL INFORMATION / ESTIMATED COST:			
DEPT.							
ORGANIZATION							
OBJECT ACCOUNT							
JOB ORDER							
C.I.P. NUMBER							
AMOUNT							
10. ROUTING AND APPROVALS							
ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIG. DEPT /LG	<i>L. Gordon</i>	10/31/08	8	DEPUTY CHIEF/KM	<i>[Signature]</i>	11/2/08
2	AUDITOR			9	COO		
3				10	CITY ATTORNEY	<i>Catherine Stodley</i>	11/5/08
4	CFO			11	ORIG. DEPT/ COUNCIL LIAISON/JG	<i>[Signature]</i>	11/4/08
5				DOCKET COORD: _____ COUNCIL LIAISON _____			
6				<input checked="" type="checkbox"/> COUNCIL PRESIDENT <input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION			
7				<input type="checkbox"/> REFER TO: _____ COUNCIL DATE: 11/15/08			
11. PREPARATION OF: <input checked="" type="checkbox"/> RESOLUTIONS <input type="checkbox"/> ORDINANCE(S) <input type="checkbox"/> AGREEMENT(S) <input type="checkbox"/> DEED(S)							
Appointing Jane Potter to replace Lorraine Pedowitz, who has resigned, for a term ending April 1, 2010. Please see Mayor Sanders' October 31, 2008 nominating memorandum which is attached.							
11A. STAFF RECOMMENDATIONS: Ratify nomination as submitted.							
12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.) <u>COUNCIL DISTRICT(S):</u> Jane Potter: Council District 1 <u>COMMUNITY AREA(S):</u> Jane Potter resides in La Jolla <u>ENVIRONMENTAL IMPACT:</u> N/A <u>HOUSING IMPACT:</u> N/A <u>OTHER ISSUES:</u> N/A							

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DOCKET SUPPORTING INFORMATION
CITY OF SAN DIEGO

DATE:

10/31/08

SUBJECT:

APPOINTMENT TO THE LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD

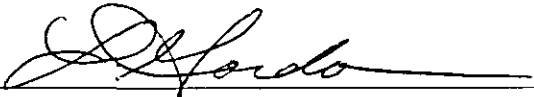
BACKGROUND:

Please see attached nominating memorandum from Mayor Jerry Sanders dated October 31, 2008.

BY LINE: (MAYOR / DEPT. HEAD / AUTHOR INITIALS)

JS/LG

SIGNATURES:



ORIGINATING DEPT. HEAD

MAYOR
(FOR MAYORAL DEPARTMENTS ONLY)

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

WHEREAS, on May 30, 1974, the City Council adopted an ordinance, which is on file with the Office of the City Clerk as Document No. O-11332 and, as amended, is codified at San Diego Municipal Code section 1510.0105, creating the La Jolla Shores Planned District Advisory Board; and

WHEREAS, the Ordinance requires seven members to be appointed by the Mayor and confirmed by the City Council; and

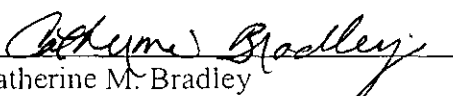
WHEREAS, the Ordinance requires that, at the time of appointment and during incumbency, five of the seven-member board shall be resident property owners of the La Jolla Shores Planned District; the sixth member shall be a resident of the district but need not own property; and the seventh member shall own property in the district but need not be a resident; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the following appointment by the Mayor to serve as a member of the La Jolla Shores Planned District Advisory Board, for the term ending as indicated, be and the same is hereby confirmed:

<u>NAME</u>	<u>TERM EXPIRES</u>
Jane Potter (La Jolla, District 1) (Replacing Lorraine Pedowitz, who has resigned)	April 1, 2010

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By


Catherine M. Bradley
Chief Deputy City Attorney

001540

CMB:als
11/03/08
Or.Dept:Mayor
R-2009-590

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor